

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>KTVL - MEDFORD OR</u>	Date: <u>9-30-16</u>
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I, WILLIAM MAETZ - 5:00 MARKETING
do hereby request station time concerning the following issue:

<u>ROGUE VALLEY HERITAGE DISTRICT</u> <u># 15-164</u>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

This broadcast time will be used by: OUR HERITAGE PAR

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

OUR HERITAGE PAC

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

SCOTT HENSEMAN - CHAIR
DICK TIEROFF - TREASURER
2 NORTH OAKDALE, MEDFORD OR 97501
(541) 773-3606

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least 2 DAY before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

9-30-16 [Signature] 841-646-2005
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] KINGSLEY KEUB GM
Signature Printed Name Title



Measure 15-164 without digital

Agency: 5 O'Clock Marketing Group
 Advertiser:
 Buyer: Bill Maentz
 Product:
 Estimate #:
 Length(s): :30
 Proposal #: 674167
 Market (Rank): MEDFORD-KLAMATH FALLS, OR [140]
 Book(s): Nov-15MEDFORD-KLAMATH FALLS, OR
 Flight Dates: 10/12/16 - 11/07/16

Station Contact:
 Name: Lila Hampton
 Phone: (541) 245-5654
 Fax: (541) 245-5706
 Email: lhampton@sbgnet.com
Station Assistant:
 Name:
 Phone:
 Fax:
 Email:

Program	Rate	Oct	Oct	Oct	Oct	Nov	Cost	A65+			
DP Days Time	Weeks	12	17	24	31	7	Spots	RTG	CPP		
KTVL											
NEWS10@6AM	\$65	2	1	2	1	1	\$455	3.3			
M M-F 6:00A- 7:00A	5						7	\$19.70			
CBS THIS MORNING	\$85	2	2	1	1	1	\$595	5.3			
M M-F 7:00A- 9:00A	5						7	\$16.04			
NEWS10 @ NOON	\$95	1	1	1	-	-	\$285	4.7			
D M-F 12:00P-12:30P	3						3	\$20.21			
NEWS10 @ 5PM	\$176	2	1	2	1	1	\$1,225	8.1			
H M-F 5:00P- 5:30P	5						7	\$21.60			
NEWS10 @ 6PM	\$165	1	2	1	2	1	\$1,155	6.1			
H M-F 6:00P- 6:30P	5						7	\$27.05			
NEWS10 @ 6PM-SAT	\$90	1	-	1	-	-	\$180	7.0			
H SAT 6:00P- 6:30P	2						2	\$12.86			
NEWS10 @ 6PM-SUN	\$105	-	1	-	-	-	\$105	6.1			
H SUN 6:00P- 6:30P	1						1	\$17.21			
Weekly Subtotals		9	8	8	5	4	\$4,000				
							34				

KTVL Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A65+R	34	\$4,000	193.80	\$20.64	46.91	4.13

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A65+R	34	\$4,000	193.80	\$20.64	46.91	4.13	73,168	155,976

Dayparts: A - ACCESS; D - DAYTIME; E - EARLY FRINGE; H - EARLY NEWS; J - LATE NEWS; L - LATE FRINGE; M - MORNING; P - PRIME; S - SPORTS

Client Signature: _____

Date: _____

8-30-16